

Kickoff to the POPUP Season

Date: 4/11/2019

For Immediate Release:

The Pop Up New York season is upon us. You are welcome to join us Sunday, April 14th on Steinway Street in Astoria Queens. We're kicking off our annual series of events with 20+ exhibitors with a wide range of merchandise. Local artists, food vendors, home goods and jewellery. The New York City Transit Museum will also be displaying one of their vintage buses.

Selected List of Exhibitors:

Jens Wohld Bratwurst - Handmade German Bratwurst. **Nana's Pies** - Family inspired cake art. **New Lovely Style** - Venezuelan handcrafted jewellery. **Pickle Me Pete** - Barrel cured the traditional way in Brooklyn. Also the home of the famous fried pickle. **Spice Professors** - locally based company blending and selling all naturally based Spices and Teas from around the world. **Chavas Empanadas** - Empanadas Made to Order & Filled Your Way. **John Conn** - Photographer based in NYC. *"My work has taken me from the Apartheid of South Africa, the streets of NYC, peaks of Patagonia to Antarctica, Arctic, across America, and underwater as well"* **MozzArepas®** Hommade Arepas that "quickly grew into a crowd favorite at street fairs & carnivals throughout the tri- state area." **The Choripan** - Handcrafted Sausages and Chimichurri. **Brownie Heaven** - Local provider of artisanal gourmet brownies. That specializes in handmade, organic and all natural, small batch brownies. **MTA Buses** - Bus Number 3100 (1956) was the first air-conditioned bus in the United States used for public transportation. The bus was designed and built as an experiment, with this single example was purchased by the Fifth Avenue Coach Company about a year after its manufacture. **Too Toast** - Kosher falafel. **The Economist** - Internationally recognized weekly publication.

This edition of Pop Up is just the beginning of what's to come. We're about to also expand and elevate our brand to better reflect our vision on how to improve the Traditional NYC Street Fair model. We'll be working with real estate developers, restaurant owners, and event spaces to create and curate unique boutique pop-up events.

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